



Green Product, Social Media Marketing and Its Influence on Purchasing Decisions

Ni Luh Bayu Okadiani¹, Ni Wayan Eka Mitariani², I Gusti Ayu Imbayani³

Universitas Mahasaraswati Denpasar^{1,2,3}

Correspondence Email: emitariani@gmail.com

This study aims to determine the effect of green product and social media marketing on purchasing decisions. Environmental problems become one of the considerations for consumers to start using a green product. While social media marketing is a means for companies to who participate in social media so that later it will produce purchasing decisions.

This is a study on Sensatia Botanical products. In this study using a nonprobability sampling method with a number of 100 respondents. This study found that green products have a positive and significant effect on purchasing decisions with the regression value of the green product variable is 0.614. Whereas social media marketing does not have a significant effect on purchasing decisions.

Keywords: green product, social media marketing, purchasing decisions

Introduction

The rapid development of business today is also accompanied by increasing increasingly complex environmental problems. Environmental problems have become a strategic issue to be studied and resolved by various parties. At present, environmental protection efforts are growing along with increasing consumer awareness. Companies and consumers are parties that play a role in maintaining environmental sustainability. At present, environmental protection are growing along with increasing consumer awareness. Companies and consumers play a role in maintaining environmental sustainability. Product quality is an important aspect in influencing product purchasing decisions. One of the trends in improving product quality is the development of a green product.

Pankaj & Vishal (2014), this is intended to offer alternative products that use organic ingredients, save energy use, eliminate toxic products, and reduce pollution and waste. Albino et al. (2009) Okada & Mais (2010) green products are designed to reduce excessive use of natural resources in a production process and minimize adverse environmental impacts during the production process. One of the main environmental problems faced by society today is waste pollution. From various cases, garbage problems are very dominant in various countries, especially in developing countries. Protection of the environment is an important responsibility that must be applied by the company. Environmental protection for companies plays a role in enhancing the company's positive image. This is not only an effort to build the image of the company but the development of environmentally friendly products is aimed at increasing market share and even increasing consumer loyalty. Besides that, it can also apply a healthy lifestyle for consumers who are lovers of natural products, especially natural skin care products.

At this time natural skin care is very much in demand by the community because it is very safe to use for the long term. Especially Indonesia has found many



types of natural skin care products that are offered both through social media and through outlets in shopping centers. In this globalization era, many business people market their products through social media such as: Facebook, Line, Twitter, Instagram, YouTube where the use of social media itself is very effective and efficient both in terms of time and place of marketing. Social media is part of the internet, namely a group of internet-based applications on the basis of ideology and web 2.0 technology, which enables the creation and exchange of content between users (Kaplan & Haenlein, 2010: 61). People often use social media to communicate and get information. Therefore, social media in this era is very important because the people prefer to communicate and get information through social media compared to other media such as television, newspapers and radio.

Literature Review

Junaedi (2005) defines, green products (Green Product) are products that are not harmful to humans and their environment, not wasteful of resources, do not produce excessive waste, and involve cruelty to animals, green products must consider environmental aspects in the product life cycle so that it can minimize negative impacts on nature. The minimization effort is to encourage all parties to play a role in developing technology towards environmentally friendly products. In the production sector, various ways can be done to produce a product that is environmentally friendly, one of which is by using a sustainable green product concept.

Broadly speaking, social media can be regarded as online media, where users (users) through internet-based applications that users can share, participate in, and create content in the form of blogs, wikis, forums, social networks, and virtual world space supported by technology. sophisticated multimedia internet, social media and multimedia technology become a unit that is difficult to separate and pushes on new things. Currently the most widely used and growing social media in the form of social networks, blogs and wikis. In his article entitled "User of the World, United Challenges and Opportunities of Social Media," in Business Horizons (2010) magazine pages 69-68, Andreas M Kaplan and Michael Haenlein classify various types of existing social media based on characteristics its use. According to Schiffman and Kanuk (2007) a decision is a selection of two or more alternative choices. In other words, alternative choices must be available to someone when making a decision.

Thinking and Hypothesis Framework

Every company must implement strategies so that consumers can continue to be interested in the green products they sell by paying attention to green product elements that are not harmful to humans, satisfying the real needs of humans, environmentally friendly, efficient and energy efficient, and have maintenance costs. low, can also be combined with recycled content, if the company pays close attention to this, then consumers will also be interested in this green product, besides that the company must also pay attention to how to make consumers interested in the green product that is made, and also interested in taking care of the surrounding environment (Hesamodin Bagheri 2013). In attracting new consumers and keeping old consumers a company must do the marketing process of the green product itself, current marketing that is very well known for its efficient time and the delivery process to consumers is very easy and fast is social media marketing, where social media marketing is popular by business people, so that the delivery of green products owned by a company can be delivered easily and quickly. The research hypothesis can be explained as follows:

H1: There is a positive green product and social media marketing effect on product purchasing decisions at PT Sensatia Botanicals.

H2: There is a positive green product effect on product purchasing decisions at PT. Sensatia Botanicals.

H3: There is a positive effect on social media marketing on product purchasing decisions at PT. Sensatia Botanicals.

Research Methods

This research is located at PT. Sensatia Botanicals because it is based on several considerations: PT. Sensatia Botanicals is one of the private companies that carries the concept of green product and utilizes social media marketing in the process of marketing its products so as to get purchasing decisions by prospective customers. Independent variables of this research are green product and social media marketing, and the the dependent variable is purchase decision.

Junaedi (2005) defines, green products are products that are not harmful to humans and their environment, not wasteful of resources, do not produce excessive waste, and do not involve cruelty to animals, green products must consider environmental aspects in product life cycle so as to minimize negative impacts on nature. The green product indicators according to Grant, et al (2007) include: a) Products do not use chemicals, b) Environmentally friendly products, c) The product does not contain toxins. Social media marketing is one form of marketing using social media to market a product, service, brand or issue by utilizing an audience that participates in social media. Research on social media marketing has been carried out, the latest research conducted by As'ad and Alhadid (2014) is as follows: a) Online Communities, b) Interaction, c) Sharing of content, d) Accessibility, e) Credibility. Purchase decisions are elements - elements that reflect consumer decisions in buying, is the stage where consumers are faced with a choice to make a purchase or not. The indicators of purchase decisions are: a) Stability on a product, b) Habits in buying products, c) Give recommendations to others, d) Make a repeat purchase.

The population of this study were unknown consumers of PT. Sensatia Botanicals. The sampling method in this study was carried out by a non-probability sampling method, because the population is unknown. because the population is unknown, sampling is done using the following formula: $n = \frac{E}{Z^2 \cdot \frac{a}{2}}$

$$n = \frac{1,96}{0,20}$$

$$n = 96,04 \text{ rounded to } 100.$$

In addition, sampling is also done by purposive sampling where the researcher determines the sampling by specifying specific characteristics that are suitable with the objectives of the study so that it is expected to answer the problems in the study. The provisions of respondents in this study are: people who use the products of PT. Sensatia Botanicals, who are aged 18 years and over.

Discussion

Based on empirical testing (Table 1) proves that green product and social media marketing have a positive and significant effect on product purchasing decisions at PT. Sensatia Botanicals. This is indicated by the F significance equal to 0,000 < 0,05, H0 is rejected and H1 is accepted. This means that there is a simultaneous effect of green product variables and social media marketing on purchase decisions.

Table 1
Result of F-test

Model	Sum of Squares	Df	Mean Square	F	Sig.
-------	----------------	----	-------------	---	------

The Table 2 shows the results of green product have a positive and significant effect on product purchase decisions at PT. Sensatia Botanicals. This is indicated by t sig equal to 0,000 <0,05, H0 is rejected and H1 is accepted. This means that there is a significant effect of green product variables on purchase decisions. The results of this study are supported by research conducted by Isna Pointsefty Firliani (2014), which states that green products have a positive and significant effect on purchasing decisions. And the results of research from social media marketing do not have a significant effect on product purchasing decisions at PT. Sensatia Botanicals. This is indicated by t sig equal to 0.239 <0.05 so H0 is rejected. This means that there is no partial significant effect between social media marketing on purchasing decisions. This is due to the dissatisfaction of the respondents caused by PT. Sensatia Botanicals experiencing a product stock vacuum that is a best seller for almost a month, which when consumers want to make e-commerce purchase transactions, but cannot make transactions over and over, if the stock products that want to be ordered empty should be on the platform will be stated that the product is not ready stock but on the platform there is no information in question, so consumers feel disappointed about it.

Table 2
Result of t-test

	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	2.055	.492		4.174	.000
Green Product	.614	.066	.682	9.277	.000
Social Media Marketing	-.110	.093	-.087	-1.185	.239

Besides that, this is caused by several products being renewed so that the experience a scarcity of products. The results of this study are supported by research conducted by Mujiyana and Sahni Damerianta (2009) which states that e-mail marketing which is one example of social media marketing that does not have a significant influence on purchase decisions.

References

- Albino, V., Balice, A., Dangelico, R.M. (2009). *Environmental strategies and green product development: an overview on sustainability-driven companies. Business Strategy and the Environment.*
- Arikunto, Suharsini.2006. *Prosedur Penelitian.* Edisi Revisi VI. Jakarta: PT.RinekaCipta.

- Al- Zu"bi et al (2015) green perceived value, green perceived risk, green trust, dan eco-labeling. *International Journal of Operations and Logistics Management*.
- Bagheri, S.M.B., Emamgholipour, M., Bagheri, M., and Rekabdarkaei, E.A. (2013). Effect of Accounting Conservatism Level, Debt Contracts and Profitability on the Earnings Management of Companies: Evidence from Tehran Stock Exchange. *International Journal, Management and Social Sciences*. 533-538.
- Engel, James F, et al. (1990) *Customer Behavior*. Diterjemahkan oleh: F X Budiyo. Perilaku Konsumen, Jilid II. Binarupa Aksara, Jakarta.
- Ghozali, I (2008). *Generalized Structured Component Analysis (GSCA) Model Persamaan Struktural Berbasis Komponen*. Semarang. Badan Penerbit Universitas Diponegoro.
- Hawkins, Del I, et.al. 1992. *Customer Behavior*. 5th Edition. Richard. D. Irwin. Inc., United States of America.
- Instagram Sensatia Botanicals*.
- Junedi, M.F. Shellyana. (2005) Pengaruh Kesadaran Lingkungan pada Niat Beli Produk Hijau; Studi Perilaku Konsumen Berwawasan Lingkungan. *Beneit*, Vol 9(2) 189-201.
- Isna Pointsefty Firliani (2014)“ Pengaruh *Green Product* dan *Green Advertising* Terhadap Keputusan Konsumen Membeli Mobil Suzuki Karimun Wargon R Di Kota Jember (Studi Kasus Pada Konsumen yang Telah Membeli Mobil Suzuki Karimun Wargon R). *Skripsi* Universitas Negeri Jember.
- Kaplan Andreas and Michael Haenlein. 2010. *Users of the world, unite! The Challenges and Opportunities of Social Media*. Kelley School of Business. Business Horizons, Vol. 53, No. 1, pp.59-68.
- Kominfo Indonesia 2017.
- Kotler dan Philip. (2008). *Manajemen Pemasaran. Edisi Milenium*. Diterjemahkan Benyamin Molan. Jakarta: PT Prenhallindo.
- Mujiyana dan Sahni Damerianta (2009) “Pengaruh Penerapan Periklanan Di Internet dan Pemasaran Melalui E-mail Terhadap Pemrosesan Informasi dan Keputusan Pembelian oleh Konsumen’. *Skripsi* ,Jurusan Teknik Informatika, Fakultas Teknologi Industri, Universitas Islam Indonesia.
- Oetomo Budi Sutedjo Dharma. (2006). *Perencanaan dan Pembangunan Sistem Informasi*, Yogyakarta. Hal 3 – bab 2.
- Okada, E.M. & Mais, E.L. (2010). Framing the green alternative for environmentally conscious consumers, sustainability accounting. *Management and Policy Journal*. 1 (2), 222-234.
- Pankaj, K.A. & Vishal, K.L. (2014). Consumer adoption of green products and their role in resource management. *Indian Journal of Commerce & Management Studies*. 5 (3), 22-28.

- Priyatno, Dwi. 2011. Buku saku SPSS. Analisis Statistik Dengan Microsoft Excel & SPSS. Andi, Yogyakarta.
- Rr. Dian Ayu Gemilang S.T (2011) "Peran Facebook sebagai Media Komunikasi Bisnis *Online* (Studi Deskriptif Kualitatif Peran *Facebook* sebagai Media Komunikasi Bisnis *Online*)". *Skripsi*, Universitas Pembangunan Nasional.
- Schiffman, L.G & Kanuk, L.L. (2007). *Consumer Behavior*. (9th ed.). New Jersey: Pearson Prentice Hall.
- Sugiyono. 2009. *Metode Penelitian Pendidikan (Pendekatan Kuantitatif dan R&D)*. Bandung: Alfabeta
- Tjiptono, Fandy. 2008. Service Manajemen, Mewujudkan Layanan Prima. Andi, Yogyakarta.
- Umi Narimawati. 2008. *Metodologi Penelitian Kualitatif dan Kuantitatif, Teori dan Aplikasi*. Bandung: Agung Media.
- Youtube Sensatia Botanicals.